

2.1 UNDERSTANDING SKIN AND DEFINING SKIN TYPES

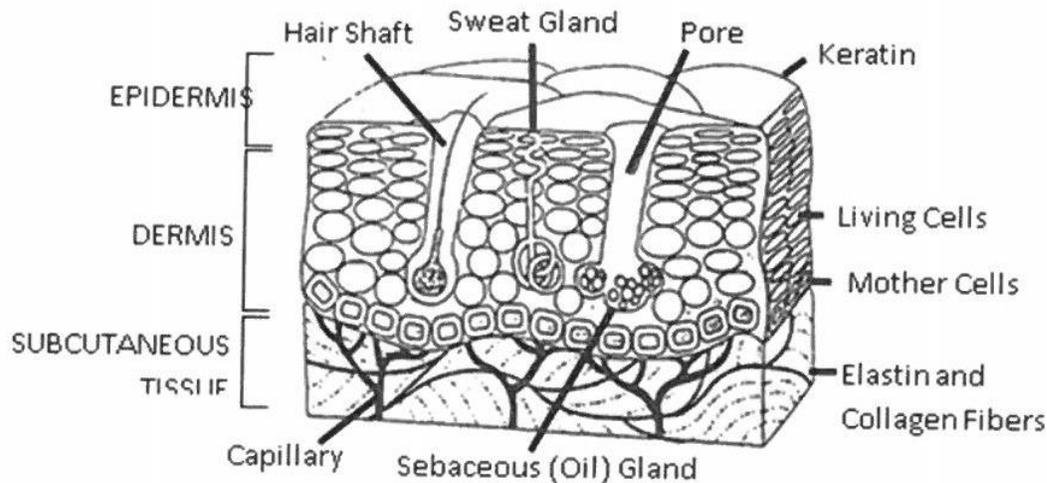
Skin Physiology

The skin is the largest living organ of the body. It is elastic, made up of flexible tissues that have specific work to do in three specialized cell layers designed specifically for those functions.

- The Epidermis, or outer layer
- The Dermis, or inner layer
- The Subcutaneous Tissue, or fatty layer

The Epidermis

- Constantly sheds cells that are replaced by new ones formed in the dermis. This occurs faster in younger skin.
- Has a topmost layer called the Stratum Corneum, which consists of cells bound together by lipids (complex oils).
- Is the layer that receives the most significant benefit from skincare products.



The Dermis

- Contains sweat glands, which eliminate impurities. They can be the site of pimples or blackheads if bacteria, which collect there, is not removed.
- Contains sebaceous glands which produce an oily substance called sebum that forms a coating on the skin's surface.

Many factors can cause harmful effects to the skin. Sun exposure, pollution, and stress are major contributors to creating negative effects. Dependent upon heredity, hormones, and age, any of these environmental and man-made assailants can accelerate wrinkling, cause uneven skin tone and age spots, or aggravate existing skin conditions.

Skin Types

There's a process for selling skincare. It starts with diagnosing your customer's skin type: normal/combination, oily, or dry.

SKIN TYPE	DESCRIPTION	RECOMMENDATION
Normal/ Combination	This skin type is the most common. It has characteristics of oily, normal and dry zones. skin tends to have either normal cheeks and an oily T-zone or dry cheeks and a normal T-zone	Control excess oil and hydrate dry areas. Maintain moisture balance. Keep skin clean and refreshed.
Dry	Dry skin suffers from a lack of moisture, tends to feel tight and is characterized by fine lines and wrinkles. Pores are almost invisible.	Nourishing moisturizers with vitamins and botanicals. Anti-Aging Products
Oily	Skin is shiny, thick and firm in appearance. Pores look enlarged and skin is prone to occasional blemishes and feels oily to the touch.	Gentle, thorough cleansing. Daytime protective moisturizer with gels and/or lotions. Botanicals and antiseptic products.

Questions to Define Skin Types

Use these questions in addition to your observation of your customer's skin to define her skin type. Your customer will usually be able to quickly guide you to her skin type.

QUESTION	DRY	NORMAL/COMBINATION	OILY
Do you break out?	Rarely	Occasionally	Frequently
Do you have blackheads?	Few or none	Few in T-zone	Frequently
What do your pores look like?	Nearly invisible	Visible in T-Zone	Enlarged
How does your skin look one hour after cleansing?	Dry and tight	Slightly tight for first 1/2 hour; some oil in T-zone by end of hour	Shiny
Do you have facial lines?	Showing signs around eyes, lips and forehead	A few around eyes	Rarely
Does your foundation melt away during the day?	Hardly	By mid-day/early afternoon	Within a few hours of application